

Commodore International

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Product News

The World's Best Selling Computer Gets Even Better!



Commodore 128 Personal Computer

language yet with over 140 statements, commands and functions.

- Built in CP/M option ... with 40 or 80 column option for compatibility with one of the largest existing ranges of business software existing today.
- Optional "mouse" controller ... that should lead to some interesting new software being developed, especially for the 80 column mode.

That covers most of the major highlights, but there are a few other well thought out features. These include a 92-key keyboard with such features as a help key, 6 cursor keys, a line feed and the 40/80 column switch key. And for those of you who ask, the new disk drive is intelligent enough to sense whether the disk being inserted is of the existing Commodore 64 format, CP/M format or the new increased capacity format and it adapts itself automatically! This host of features has been produced in an extremely professional looking package that does justice to it being the powerful follow up to (big brother of) the world's best selling computer. As the editor of our quarter million selling user magazine spontaneously said at the show "that's just what my readers have been asking for! ... and with a Spring delivery date scheduled for the USA they shouldn't have long to wait." □

In 1984 the Commodore 64 outsold any other computer in the world but that wasn't enough to satisfy our development engineers. So the January Consumer Electronics Show in Las Vegas saw the birth of the Commodore 64's big brother the Commodore 128. Being Las Vegas, there were plenty of people betting whether the Commodore 64 or the Commodore 128 would be the world's best selling computer in 1985. Personally I'm hedging my bets with the statement that the two combined will outsell any two other machines from any rival manufacturer!

Unlike a machine on the nearby Atari booth, which was a 128K memory version of their 800 model with no significant improvements other than increased memory, the Commodore 128 boasted a host of really beneficial improvements. So here goes ...

Firstly the Commodore 128 is TOTALLY compatible with the over 6,000 programs available for the Commodore 64, but it has double the memory (128K) ... and if that isn't enough it is expandable up to 512K RAM. Now we come to some of the really useful features where it is evident that our

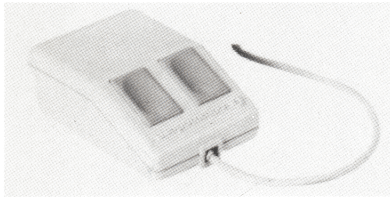
engineers had listened closely to the "wish list" of current Commodore 64 owners for an upgrade path for their next computer. The Commodore 128 is compatible with all the existing VIC 20 and Commodore 64 peripherals, but for those who want to get into some serious business and application computing there is a host of additional features ...

- A half megabyte fast disk drive (up to 10 times faster than the existing drive)
- An 80 column feature ... ideal for the word processing enthusiasts
- A numeric keypad ... ideal for those heavy number crunchers
- Built in BASIC 7.0 ... Commodore's most powerful BASIC programming





Product News

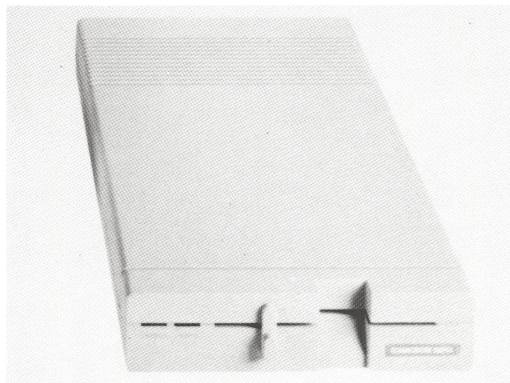


Commodore Mouse

Additional Peripherals Too

In addition to the new fast, increased capacity Commodore 1571 disk drive and "Mouse" device mentioned earlier there were several other new peripherals introduced for the Commodore VIC 20, 64 and 128 computers. These include the Commodore 1901 80-column monochrome monitor suited for productivity applications such as wordprocessing, database and spreadsheet applications on the Commodore 128. Also shown was the Commodore 1902 RGBI/Composite color monitor which supports both 40 and 80 column displays and requires no special cables or interfaces.

Commodore's leading position in the telecommunications field was reinforced with the introduction of two low-cost modems. The Commodore 1660 modem is a direct-connect modem which operates at 300 baud and features auto-answer, auto-dial and a built-in speaker. The Commodore 1670 modem is a 1200 baud direct-connect telephone interface which provides high speed data communications over conventional telephone lines as well as compatibility with Commodore's 300 baud modems. This model also features auto-answer and auto-dial, with auto baud and parity as well as a built-in speaker which allows the user to hear the call being dialed with either touch tone or rotary dialing. □



*Commodore 1571
Disk Drive*

The New Commodore LCD Computer Is a Real Workhorse

All This And New Software

Commodore is introducing the popular PERFECT™ Series software in the CP/M format for the Commodore 128 . . . and very powerful it looked as it was being demonstrated in the booth at the show. The Perfect Series by Thorn/EMI has proved very popular in the marketplace in its MS-DOS format and is comprised of PERFECT FILER™, PERFECT CALC™ and PERFECT WRITER™ complete with a built in spelling checker.

Also being demonstrated was JANE 2.0™ an easy, powerful, icon-based software program developed by Arktronics Corporation for the new Commodore 128. Like the PERFECT software, JANE 2.0 consists of a fully integrated word-processor, spreadsheet and filing system. This time JANE 2.0 employs simple hand held pointing devices like a joystick or mouse to do away with complex commands and words. Everyday objects such as scissors and a glue jar "cut and paste," a camera for "copying," and built-in templates make this program really user friendly.

AS THE BILLBOARDS OUTSIDE THE SHOW SAID, "THE COMMODORE 128 IS BAD NEWS FOR IBM AND APPLE" . . . we think it's pretty good news for the millions of existing and would-be Commodore owners too! □

So far the LCD computers on the market have been an interesting niche, but have generally been too expensive or lacking in really useful features to create a major market segment. I must admit that





Marketing News

when going into CES in Las Vegas this was my opinion too, but coming out I felt that the new Commodore LCD computer might just change all that . . . and here's why:

Firstly, at a price (yet unannounced) WELL under \$1,000 it competes in a volume segment of the market with the Apple II series and the IBM PC Jr. as well as with the leading LCD computer on the market from Tandy. The Commodore LCD is a truly portable computer weighing in at only 5 lbs. 5 oz. featuring a full-size 72-key keyboard with 8 programmable function keys and four cursor keys. Like other LCD portables, it can run off battery or mains. However, one must look more closely at its other features to realize that this really is a no compromise true workhorse computer . . .

A full 80-column by 16-line display (uniquely developed by Commodore) is the largest in the industry and is really effective for business computing. For those interested in the graphics, the resolution is a powerful 480 pixels by 128 pixels.

A "workhorse" LCD computer isn't much use without business software, so built-in to the machine itself are some very powerful packages including word-processing, file management, spreadsheet, address book, scheduler, calculator and memo pad (the complete portable office . . . even with its own "windows").

However, if you are remote from your office, a terminal emulator and 300 baud modem have been built-in so you can send information back to your home or office, check for messages or data for yourself, or just browse around the many telecommunications networks for stock quotes, entertainment or any other information that might be of interest to you.

Although the emphasis of this machine is definitely on the practical, there is built-in BASIC 3.6 and a monitor for the programmers. Perhaps you are an engineer and want to create a few programs for solving your own complex equations.

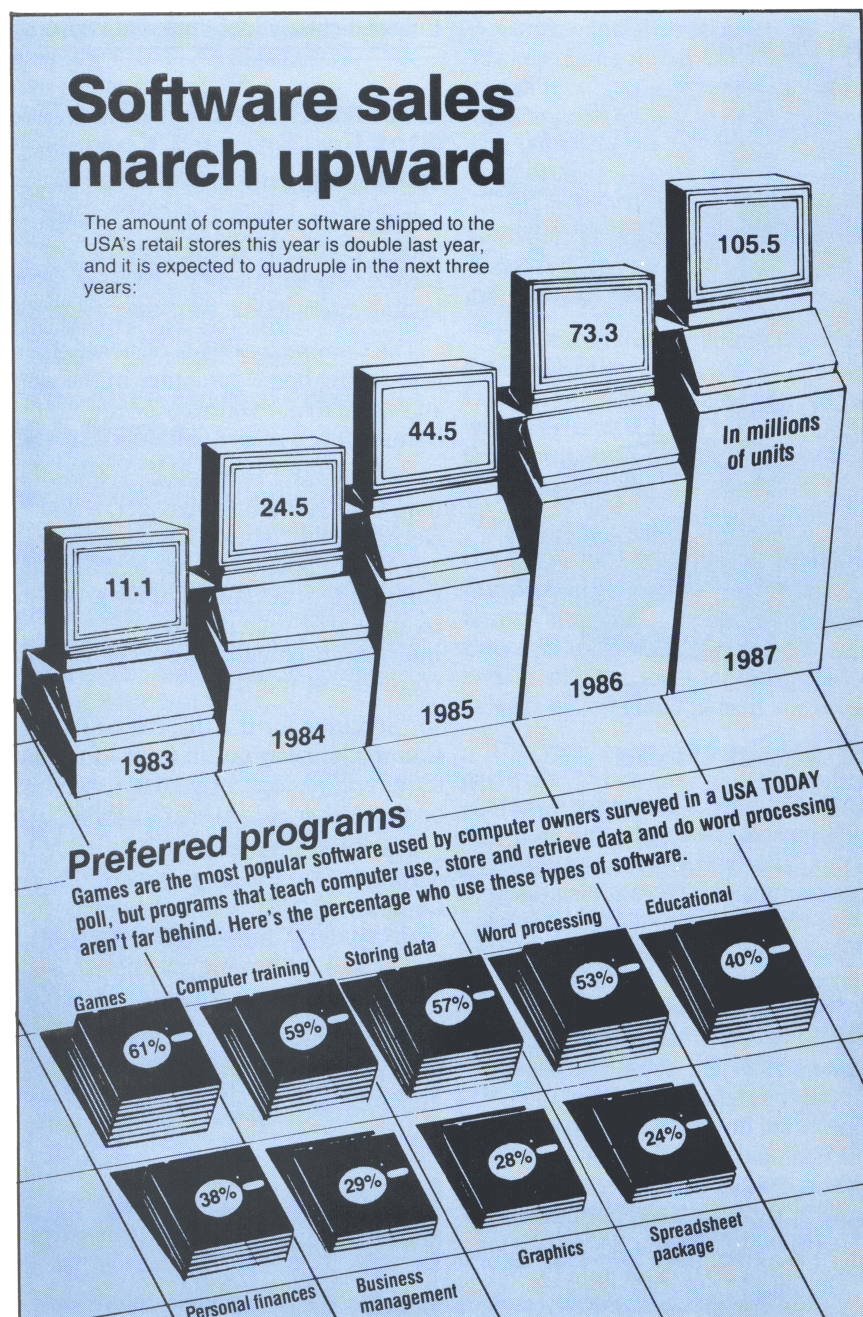
While the Commodore LCD computer can be operated independently without any peripherals, it's nice to know that it is compatible with the wide range of VIC 20 and C64 peripherals on the market including the new fast disk drive.

Just in case you have other peripherals such as a different printer in your home or office, our engineers have built in a centronics parallel port, a bar code reader port (Hewlett Packard compatible), an RS232 C, a serial I/O port and modular phone jacks for direct-connect modem use.

Finally, a few notes for the technically minded: The processor is a CMOS 65C102 (1MHz) with 32K Cmos RAM and 96K Cmos RAM. The computer can run 15 hours on 4 AA alkaline batteries consuming only 500 milliwatts with NiCad backup, automatic power down to conserve batteries and A/C adapter included. And in case you were wondering, the whole unit is only 2.1" by 10.5" by 11.7" which will easily fit into a

briefcase or on your lap while you type some correspondence.

This is a market segment that Commodore has not yet competed in, and the new Commodore LCD "workhorse" computer looks powerful enough and affordable enough not only to make a sizable impact on the existing market but also to expand the overall market for portable LCD computers . . . we look forward to the realization of this in 1985. □





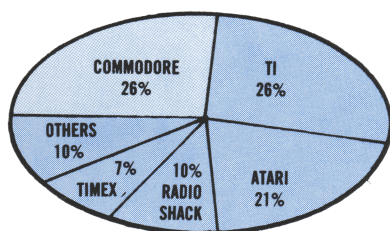
General News

Commodore Takes Leading Position in Home Computer Market

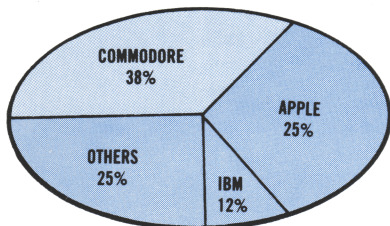
According to a survey published by Future Computing, before the end of 1984, Commodore had increased its major share of the US Home Computer market of systems under \$1500. Indeed Commodore's share had risen from 26% in 1982 to 38% in 1984 with Apple moving into the second slot previously held by Texas Instruments.

U.S. FACTORY SHIPMENTS OF UNITS GENERALLY PRICED UNDER \$1,500 AND USED PRIMARILY IN THE HOME

1982 TOTAL: \$700 MILLION



1984 TOTAL: \$2 BILLION



Facts About Users

A survey of personal computer owners in the UK recently revealed some interesting facts. Firstly 41% were in the 10-17 years age group and 57% said playing games was the most important interest to them. The average use was 7-12 hours per week compared to only 5-8 hours for video games. The usage was also on the increase! Out of every ten users under seventeen years of age, seven had access to a computer at school. Computer magazines were bought by 38% of users and 57% had read or looked at a computer magazine in the last month. At the time of the survey in 1984 the UK penetration was put at 10.7% of homes or 2.24 million households. Gifts accounted for 48% of the computers owned. In the business area 50% were small business, 20% corporate accounts, 10% individuals and 20% "others."

Software Sales on Increase

In a recent survey by Creative Strategies published in the USA TODAY newspaper, it was forecast that 24.5 million pieces of software would have been shipped to USA stores in 1984. This was nearly double the previous year and was forecast to more than double again by 1987 to 105.5 million units.

In the same newspaper another survey by the Gordon S. Black Corporation showed the percentage of owners who use different types of software. The most popular categories were Games at 61% (maybe everyone doesn't play games!) followed closely by Computer Training at

59%, Storing Data at 57% and Word Processing at 53%. Other major categories included Education at 40%, Personal Finances at 38%, Business Management at 29%, Graphics at 28% and Spreadsheet Packages at 24%.

In another survey of 1,242 households by the same newspaper they found that 28% of those with a home computer use it for office work at home, laboring an average of 6.6 hours a week. Of those who owned computers AND businesses 78% work at home an average of 13.5 hours weekly. □

Commodore 64 Takes Top Slot For Second Year Running

The Commodore 64 has been voted 'Home Computer of the Year' for the second year running by a panel of seven leading international computer magazines.

The Commodore 64 is currently the best-selling home computer in the world and was a major contributor to Commodore's record sales in fiscal '84.

Commenting on the award, Commodore UK's Marketing Manager, David Gerrard, said, "The 64 has done more than any other home computer to make computing accessible, and it's gratifying to know that such prestigious international media have recognised its considerable merits.

"Speaking for the UK, the 64 has put Commodore way out in front in revenue terms and we look forward to it helping us on to another record year in 1985."

The seven magazines which participated in the judging were: 'Practical Computing' (UK), 'Chip' (Germany), 'Chip' (Italy), 'Chip Micros' (Spain), 'Micro 7' (France), 'Micromix' (Netherlands) and 'Personal Computing' (US).

Commodore Produces Millionth UK Computer

Commodore Business Machines (UK) Ltd recently celebrated the production of the millionth Commodore computer to be manufactured in Corby.

Speaking at a press conference in London, at which we proudly displayed the computer, Commodore said, "This Commodore 64 is very special for us. It is the millionth computer to be produced in Corby since we opened our temporary factory there 15 months ago.

"It not only symbolises an unprecedented success story for us, since it is the best-selling home computer in the world, but says a great deal about Commodore's growing contribution to Britain in terms of jobs, both directly and indirectly through suppliers, and also in terms of exports."

With Commodore's new £20 million manufacturing facility in Corby now operational, the company is producing approximately one home computer every five seconds and this rate will almost double when production is up to full capacity. In addition to the Commodore 64, both the new Commodore 16 and Commodore Plus/4 will also be manufactured in Corby.





Commodore U.K. To Sponsor National Schools' Computer Quiz

As part of its continuing initiative in the education sector, Commodore U.K. has announced that it will be sponsoring the prestigious 1985 British Computer Society Schools' Computer Quiz.

Having already indicated its commitment in 1984 to increase the number of computers in schools, Commodore sees the quiz as an ideal vehicle for its education offensive next year. Commodore has contributed sponsorship of over £50,000 including prizes, for schools worth over £12,500.

Mark Horne, Business and Education Manager for Commodore said: "Commodore is delighted to be associated with the British Computer Society. The quiz demonstrates our mutual objective of helping schools to own their own computers, ensuring that children, whatever they study, have the opportunity to master the mysteries of the micro at an early age."

In parallel to the quiz, Commodore is running a special schools' loan and sponsorship scheme. Every school taking part in the quiz will be offered the free loan of two complete Commodore 64 computer systems for three months. If at the end of the loan period the school wishes to keep the loaned systems, Commodore will match every £7.00 the school raises with £3.00. The sponsorship scheme on its own however, is open to all schools and further details are available from Commodore's Education Department.

Derek Harding, Secretary General of the BCS said: "The BCS quiz has grown dramatically during the last two years and now with Commodore's support it will become a major national event, bringing the world of computers closer to young people."

The quiz is run in a similar style to the BBC's 'Top of the Form', with a quiz master and six to eight teams and individual rounds of questions. Schools in each area will be asked to select a team of three pupils to represent them: one under 17 years, one under 16 years and one under 15 years. Following local area heats, commencing in November, 40 schools will emerge as winners of the branch finals, who will each receive a Commodore communications modem, worth in total, almost £4,000. These modems will allow users of the Commodore 64 to commu-

nicate with others over the telephone network and give them access to a range of exciting services, on the new interactive Compunet database, (included within Compunet is an education section with over 50 free packages of software).

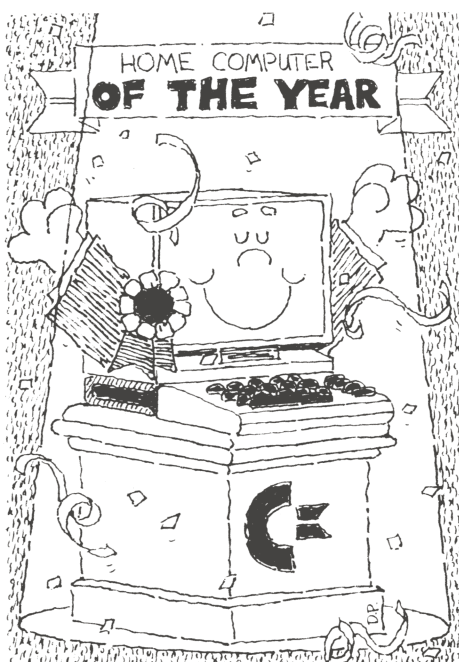
The 40 branch finalists will go on to compete in eight regional finals, to win prizes of Commodore 64 computers and 1541 disk drives, in total worth over £5,500.

Eight regional finalists will then go forward to a national final scheduled for July 1985. The overall winning school will receive £1,600 worth of Commodore computers and peripherals, and the runner-up team will receive Commodore equipment worth £700, plus many different prizes for individual team members.

A special Commodore 'Roadshow' is planned to follow each of the regional finals, giving parents, teachers, children and local people the chance to try out, for themselves, Commodore's range of computers, their educational and recreational software and the new modem. □

Commodore Completes AMIGA Merger

Towards the end of 1984 Commodore International announced that it had completed the merger of Amiga Computer Inc. into a wholly owned subsidiary of Commodore. This brings into the Commodore group a team of highly talented engineers and the basis of what will be one of the most exciting computer lines created in recent years. □



Group homes aided

A \$17,000 donation from Commodore Business Machines has been received by the Canadian Association for the Mentally Retarded.

The association is conducting a corporate fundraising campaign and spokesman Melody Zarzeceney says the Commodore donation will allow more mentally handicapped persons to live in group homes.

Commodore recently presented an equal amount to the Canadian Hockey Association, the governing body of minor hockey in Canada.

Commodore also supports 500 minor hockey teams across Canada, and the company's latest project is sponsorship of the Canadian Olympic synchronized swim team. □

Cambridge Schoolboy is Young Computer Brain of 1984

The search for the Young Computer Brain of Britain 1984 reached its climax in London when the coveted title, together with a prize of £2,000 worth of Commodore computer equipment, was awarded to 15 year-old Peter Chase from Cambridge.

The annual Young Computer Brain of the Year award is jointly sponsored by The Sunday Times and the world's leading home computer company, Commodore. Entrants are invited to come up with new and imaginative ideas for using computers in ways which could benefit society.

This year, entrants were asked in particular to consider how the ability of computers to "speak" to one another by means of inexpensive communications modems could enhance their usefulness.

Peter's idea was for a computer/modem system to aid sailors and coastguards, with the aim of making sailing safer, navigation easier, rescue quicker and more detailed information available to sailors. He calls his system "Coastel." There were, appropriately, quests from H M Coastguard, The Royal Yachting Association and The Royal National Lifeboat Institution present at today's presentation.

Peter, who attends Comberton Village College, is already something of a computer whiz kid. Although he has yet to sit his 'O' Levels, he has already worked on a number of computers, one of which he



Social Help News



installed for his mother to help her with her academic publishing work, and he has also sold a number of programs written in his spare time. Peter hopes to go on to study electronics at University when he leaves school.

Peter was presented with his prize by the President of the British Computer Society, Dr. Ewan Page, at a special luncheon at the Waldorf Hotel in London, hosted by The Sunday Times and Commodore UK.

In addition to a special certificate presented to him by The Sunday Times, Peter also received a Commodore SX-64 computer, complete with colour monitor, colour printer, software and one of Commodore's recently-launched Communications Modems—worth in all about £2,000.

In addition to winning the overall title of Young Computer Brain, Peter also won first prize in his age group (13-15 years). □

Commodore 64 Used in Hospital Blood Tests

Scientists are reputedly compulsive computer games players and Ian Bradbrook is no exception. Ian, a Lecturer in Forensic Serology (blood), works in the Department of Forensic Medicine at Guy's Hospital in Britain. His experience with computers led him to believe that a computer would be extremely useful in storing the masses of data generated in his work.

Guy's Forensic Medicine Department is one of the official Home Office blood testers, carrying out tests to determine paternity in law suits. By law, the court must order blood tests of all parties in affiliation. The court gets in touch with one of the official testers to arrange for blood samples to be taken either at Guy's or at a local GP. Blood samples are then examined to see if there are any exclusions, ie Mr X could not possibly be the father of the child.

If there are any exclusions tests are repeated, preferably with fresh blood.

The results are sent back to the court who then decide whether to accept the probability of Mr Y being the father.

Whereas it is possible to determine who isn't the father, blood tests can only prove that someone belongs to the corresponding blood group—along with X per cent of the population.

Here the computer is invaluable in storing large amounts of information.

The Department of Forensic Medicine originally had a Sharp computer for which Ian wrote his own Basic program. When the 64 was launched Ian converted the program to run on the 64, a decision he has never had cause to regret.

Last year Ian attended the International Commodore Show where Precision Software launched Superbase, a database which was ideal for his needs.

Mounds of paperwork are generated every day. A day-book lists types of tests

and people being tested. Information is then transferred to day-sheets which list names of people and which tests they are undergoing. At the end of each week, Ian copies the data onto Superbase, checking back to the original notes to ensure that no incorrect data is entered. This system is not particularly time saving, but it does save a lot of space. Four or five floppies are easier to store than a mountain of loose paper.

Ian prints his reports out as forms and they are then typed onto special Home Office forms which are acceptable in court.

Another advantage of a computerised system is that if a solicitor should ring to check on information, the retrieval of information is substantially quicker. All data is entered along with the date making it easily accessible.

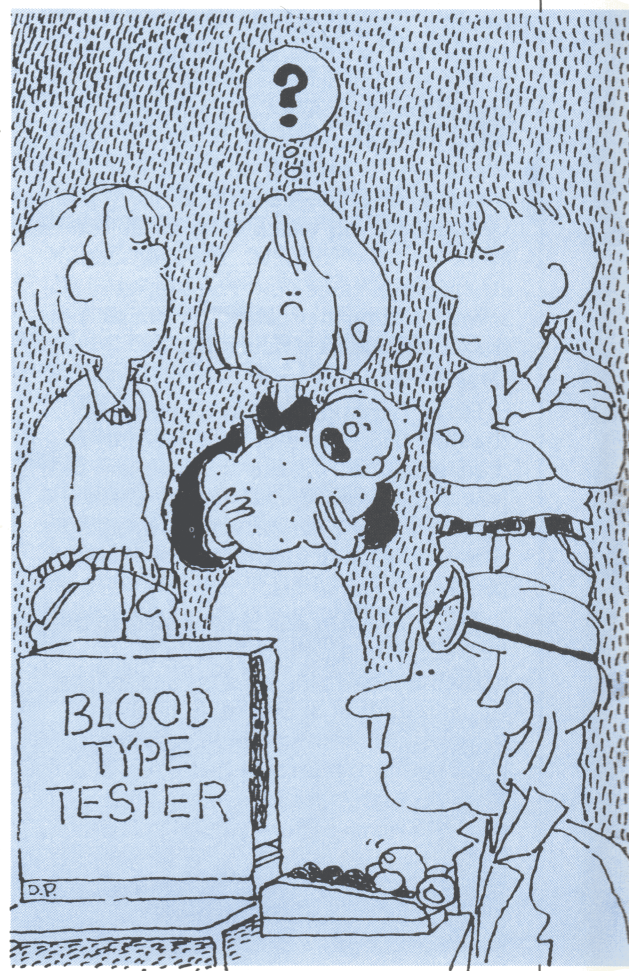
Ian has written a simple program to calculate the frequency of any particular blood group. No longer is it necessary to resort to logarithm tables to determine how many people in the population have a certain blood group. Ian just keys in the blood group and the 64 comes up with the answer.

Ian's 64 also helps him cope with the laborious task of form filing and letter writing. Due to the nature of these Ian prefers to tackle the task himself rather than handing it to a secretary. He uses Easy Script for the ease in which he can edit a letter. It is often the case that when Ian sees it in writing he gets a different view of the case, sometimes noticing a fact that may have previously been overlooked.

This information is then stored on disk which also saves a lot of office space.

Ian's department also helps the Metropolitan Police with murder investigations, matching blood types and analysing samples. Again the computer

Guy's Hospital is using the Commodore 64 to determine paternity in law suits!





Social Help News

speeds up calculations of the percentage of the population with the same blood group.

At present Ian's colleagues are still doing their part of the work manually, but he hopes to eventually put everything on Superbase and buy a daisy-wheel printer for letter quality print outs.

Ian assured us that any data built up over the years which is subsequently used in calculations of the frequencies of blood groups in England is all completely anonymous and that there is no Big Brother syndrome at Guy's Hospital! ☐

Australian Shayli Shows the Other "Kids" How

Little Shayli Hausler is petite, attractive, feminine like her name. She is 13½. And for most of her waking days, she is confined to a wheelchair by the cerebral palsy she has suffered since birth. Shayli is a very physically handicapped quadriplegic child, who has no controlled speech.

But she can show the other "kids" a thing or two. Admiring glances and envious sighs abound when Shayli visits home in Sydney. Because she rides horses, and especially, because she can work a \$499 computer! Not every "kid" has Shayli's level of familiarity and ease with either horses or computers.

According to her mother Pam, Shayli "delights" in using the computer—a Commodore 64 donated to the cottage where Shayli boards by Commodore dealer, Abraxas Computers. The Adelaide firm made the donation after a direct approach by Mrs. Hausler on behalf of Shayli and other similarly impaired children who board in cottage accommodation under the care of house parents, run in Adelaide by the South Australian Spastic Society.

Now not only Shayli, but other children in the centre can communicate, learn and play with the help of the Commodore 64—all things previously denied them because of the degrees of their physical or intellectual impairments. "The computer's fabulous. The "kid's" just love it!" reported one Adelaide worker with the children shortly after the C64 delivery.

Mrs. Hausler explains: "Learning to use a computer with adapted keyboard, coverplate and switches has opened up a whole new world for Shayli and people like her. Not only has her general communication improved but she is now able to enjoy the recreational side of computing."

However, there's still a long way to go before physically and intellectually handicapped people can reap anywhere near the potential benefit to them of modern technology. The two problems are funding—Shayli's astounding progress would have been impossible without the Commodore 64 donated by Abraxas—and the need for proper adaptation of existing hardware and software to the special needs of the handicapped.

"In Shayli's case for example, she really has control over only the index finger of her left hand. Both the computer and the programs are geared for the fine, precise control of the fingers of a non-handicapped person, so special controls are needed," explains Mrs. Hausler.

These adaptations allow for activation by other limbs or parts of the body, like the head, and need to be sturdy enough to cope with the rough treatment resulting from muscle spasm and uncoordinated bodies.

Commercially available programs generally run too fast as well as needing well controlled musculature. Slowly, as slowly as the movements of the handicapped, appropriate software is being developed.

At Adelaide's Spastic Centre, a computer interest group made up of therapy and teaching staff is working to solve the computer problems. The group is keen to get input, to help Shayli and others like her, from computer operators at any level.

That way, handicapped people will have a vehicle of communication that will help with a more 'normal' home life, that will help the sharing and bonding between siblings. And that way, there'll eventually be more children like Shayli who can for once show off to the other "kids" how clever they are with computers. ☐

Scientist Is Overcoming Dyslexia With A Computer

Robert Phillips is a 33 year old Australian. For the first 27 years of his life he struggled with disability that had him labelled as "careless" and "lazy" during his school years.

Robert had long since graduated with his science degree before he'd found out he suffered from a mild form of dyslexia, a problem which makes words appear as though they are upside down or back to front.

Today it's a problem parents and teachers can more easily recognise. And while they may not always be able to treat it, the stigma associated with it is avoided.

It's a disability that's been known to label many a bright child as "stupid" as they look blankly at a page of meaningless words.

And while the "stupid" tag may not have been able to stick to the extremely bright young Robert Phillips, he WAS constantly berated for his bad spelling.

"I still can't spell," he said. "But work that took me weeks is cut in half with Easy Spell and Easy Script software I'm using on my Commodore 64 computer."

In fact the \$499 Commodore 64 has changed Robert's life—and broadened his job opportunities.

Robert admits that throughout his university career, his examinations suffered.

But thanks to distinctions in oral exams, he got through . . . and proceeded to spend ten years in the pharmaceutical field.

Post-graduate work even included a year of medical research at Sydney University.





Today he specialises in the marketing of computer software.

The reason for the switch in careers is quite simple, he says, "I'm fascinated by computers."

Surely then a case of mild dyslexia wasn't something that could cause this bright and adaptable man too many problems?

"On the contrary," says Robert, "not being able to spell was a constant frustration, and it was even worse with maths."

The problem was at last identified about six years ago by the doctor father of a friend.

Sitting opposite the friend's father, Robert had written something for him upside down so he could read it. It was easy for him to write upside down because, to him, everything was upside down or back to front.

The doctor became suspicious at how easily Robert wrote upside down. Before long, he diagnosed dyslexia.

Because there is no cure for Robert's unique problem, the help the Easy Spell offers him is particularly important.

"In the past I have coped with the problem by re-reading everything, word by word and SAYING each word. Then I could pick up the words that seemed to be incorrect.

"That's been tedious and frustrating. Now with Easy Spell life has become very easy indeed."

In his free time, Robert doesn't meddle with boats or collect stamps.

In keeping with his cerebral inclinations, he translates Hebrew and Greek.

"I use the program in conjunction with the User Dictionary for the translations," he said.

"Any word not in its vocabulary I simply include."

But for Robert, it's the everyday words he has real problems with, and that's where Easy Spell cuts his time down.

"I write all my personal correspondence with Easy Script and if I have a number of short letters to do, I link the files together and run the whole lot past Easy Spell in one go and then print the letters on continuous output," he explained.

"Now my typing is improving, and I am also starting to use the computer and Easy Spell for some of my routine office work."

Not only can he write and prepare articles for study groups, the Commodore 64, he says, makes him feel "normal." □

Unemployed Graduate Wins World First Computer Art Competition

A young unemployed art graduate is now set to step out of the dole queue and jet across the world for a brighter future—thanks to a £5,000 unique endowment from Commodore Computers.

Hugh Riley has won the endowment, together with £1,500 worth of computer equipment, as first prize in the Commodore International Computer Art Challenge, the World's first competition to use home computers to create works of art.

He will be able to use the £5,000 endowment to study computer art at a prestigious educational establishment in any country of his choice, and he is hoping it will provide the key which will open the door to a career in computer graphics.

Hugh, 31, of Crumpsall, Manchester, received his award from Professor Brian Allison, World President of the International Society for Education through Art, at a special ceremony at London's Hamiltons Gallery where another milestone is being achieved—the first exhibition of home computer art displayed 'live' on monitor screens.

Hugh is married with five children and it was his baby son, Louis, who inspired his winning entry. He said: "Winning this award is really important.

"The £5,000 endowment will enable me to learn from some of the world's most renowned experts and at the same time

develop techniques which will stand me in good stead when I return to Britain.

"This should make all the difference to finding a job which allows me to combine my interests in computers and art—up to now that has proved almost impossible.

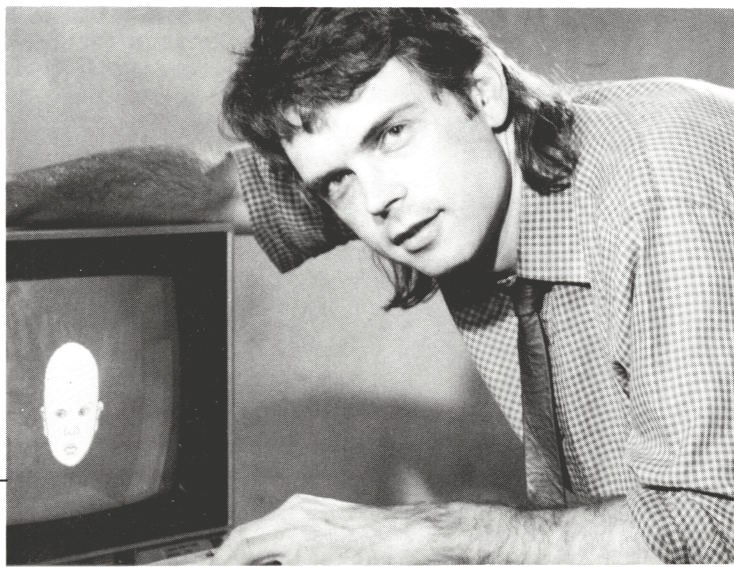
"And the £1,500 worth of Commodore equipment will mean I can explore completely new areas in computer art—using the skills I learn through the endowment".

Professor Allison, who helped to judge the competition, said: "The Commodore Art Challenge has revealed a fascinating new area for art and for home computers.

"I am convinced this initiative and the exhibition of computer pictures are just a glimpse into a future which will see art and technology increasingly working together".

And Aileen Bradley, Retail Marketing Manager of Commodore UK, said: "The standard of entries in all age categories has been high and clearly demonstrates the capabilities of Commodore's home computers which users are now exploring".

First prize winners in the other categories also received their prizes today at Hamiltons Gallery. Each is to receive £1,500 worth of Commodore equipment of his or her choice.





Nine year old Richard Hadland with his winning entry, "The Park", which won him first place in his category (under 12, Still Graphics) in the Commodore International Computer Art Challenge.



Evan Williams with his entry "Lakeside".

And an overall prize for the best non-UK entry was won by Joachim Wester of Sweden for his entry 'Mr. Freakeinstein' to win £1,500 worth of Commodore equipment.

The judging panel for the Commodore International Computer Art Challenge comprised: Professor Allison, Artist Tony Hart, Paul Brown—Editor of 'Page', the journal of the computer arts society—Mr. John Baxter—European Marketing Manager for Commodore—and Alan Capper—Deputy Chairman of Granard Communications. □



Eleven year old Joanne Delaney with her winning entry "The Knight and The Sprite".

The Commodore 64 Becomes a Music Synthesizer

Entering Ryo Kawasaki's apartment in Manhattan Plaza is as intimidating as confronting the awesome, blinking mothership from *Close Encounters of The Third Kind*. Visitors are greeted by an imposing arsenal of all the electric hardware he's accumulated since coming to the States in 1973. This spider's web of

patch-chords, wires, Oberheims, Korgs and countless other sound enhancers takes up an entire wall in his cozy living quarters. With all the pulsating red and green lights and blinking LEDs, the whole contraption looks alive.

This hardware piled up along one wall represents all the sonic excursions that Kawasaki has undertaken in the past ten years of working on his solo albums. But what occupies most of his time and attention these days is not his many rhythm machines or synthesizers or even his trusty guitar. It's the Commodore 64.

Since acquiring the 64 just two years ago, the Japanese-born musician has been spending most of his waking hours seated at the screen, working up innovative new software for the unit.

"My average working day is eight to ten hours," says the soft-spoken programmer-guitarist. "But when I'm really into it, I can spend 15 hours a day trying to solve problems that arise."

Kawasaki's exhaustive efforts have resulted in two new music programs for the 64. His Kawasaki Synthesizer and his latest, the Kawasaki Rhythm Rocker, are both being marketed by Sight & Sound International whom he has been associated with for the past year.

It was at a music fair in Tokyo that the two parties met. As Ray Taborshak of Sight & Sound recalls: "I had heard about this guy who was doing some amazing things on the Commodore 64, so I made a point of finding him and checking it out for myself. Of course, I had known about Ryo from his work as a sideman with Gil Evans, Elvin Jones, Chico Hamilton and other jazz artists, but I had no idea he was involved in computer music."

"Ryo had very hip things in his demo program. It wasn't stiff or cliché like so many of the other music programs I had seen. His arrangements were full of nuance and subtlety. He captured the feel of jazz voicing and phrasing. And it swung," Taborshak said.

Amazingly, Ryo had only begun experimenting with the 64 just one year before meeting with Sight & Sound in Tokyo.

"I started programming by March of 1983, a few months after I had bought the unit," he says. "I had no experience with programming. I am basically a musician. In fact, in the beginning I was not a very good programmer at all. I was working with BASIC and didn't even know about machine language. People had told me that machine language was difficult to work with, but because I have extensive



Arts News

background in audio physics (he earned a degree in physics from Nippon University in 1969), I took to it quickly.

"So by May of 1983, I finally got something into shape and began showing my program to different firms in Japan and the United States. A few of the software companies were interested in what I was doing, but the problem was that they didn't know anything about music. They had no feel for it or experience with it, so they really were not in a position to properly deal with it. Sight & Sound had the musical background and firsthand experience with music to be able to appreciate what I was doing."

Sight & Sound president Zeb Billings, who played professionally during the big band era as a saxophonist, began as an organ retailer and gradually expanded the company to reflect technological advances. Today Sight & Sound is well versed in bar coding, digital tape, floppy discs and SID chips, dealing with manufacturers like Casio, Roland, Technics and Seiko. They program ROM packs for the Casio MT-201 and the MT-800 and now they've entered the burgeoning field of music software with Ryo Kawasaki as their house programmer.

Kawasaki is a particularly precise programmer. He pays great attention to fine details (like the toe of one character tapping accurately to the beat of the music in his Kawasaki synthesizer program) and is a master at orchestrating time. But what is perhaps most astonishing about Kawasaki's program is the sheer number of things happening on the screen simultaneously. Besides the basic three-voice standard that the 64's sound chip allows, he has some very sophisticated graphics flashing on the screen. There's even an option for drawing geometric designs on the screen while the music is playing.

"I go back and forth with graphics and sound," he explains. "Always, the limitation is the memory of the computer—64K. When I use memory solely for graphics, I can get some incredible graphics. But when I use sound and graphics, there's a compromise. And in that compromise, I'm also challenging the limits of this hardware."

Because Kawasaki works with op-codes rather than assembly language or BASIC he can reserve more memory for other tasks. Working at such a fundamental level, he is truly in accord with the machine. He goes straight to the heart of the computer—all those ones and zeroes—getting maximum efficiency out

of the machine by keeping track of all op-codes in his head rather than wasting any memory by letting the machine do it.

It's a very tedious method of programming, which explains why Kawasaki may spend up to three months on one program.

"I'm working in terms of two microseconds. That's how I relate to the machine," he says. "If any part of the program takes more than 16 milliseconds, it's going to crash. So everything I do has to be done within 16 milliseconds. That's the critical timeframe that I've determined."



The result is that he has that much more control over his programs. But as intricate, complex and tedious as that may be, Kawasaki's music software is surprisingly simple to deal with.

As the programmer himself says: "It's for people who don't have musical knowledge, but have the interest. If someone doesn't have a rhythmic feel, he or she can just play the notes and the computer will play the groove. Basically it's just a little toy, but if you want to get into it, you can create something. I believe that you don't have to know anything about music to make music. I am really encouraging the user to just play around and have some fun. You can really go wild with this program."

His Kawasaki Synthesizer program comes in two versions—the performer and the composer. Each program works within two microseconds. The composer version allows for the user to fill in at random any sequence of notes in three grids on the screen, each representing a single voice. The performer allows for more variety and choice in the sounds available with the pre-programmed demo tunes. (Kawasaki's demo pieces with the performer version include a fugue, calypso, jazz-blues and an Oriental-flavored new wave rock number he calls Japunk. There's even a tune inspired by legendary *avant garde* jazz composer Ornette Coleman.)

There are a lot of surprises in Kawasaki's software. He's proven to be a

very skillful programmer with a knack for injecting nuance and feeling into his op-codes.

"Usually, I am inspired by the hardware," he says. "So whenever any new, economical hardware comes out, I get very excited. I'll get it, study it, experiment, then try to push that hardware to the limit. Then it's over and I move on to the next new challenge."

Before the Commodore 64, Kawasaki was immersed in exploring the possibilities of the Roland guitar synthesizer. But in his never-ending search to expand the voicings of his instrument, he went beyond the capabilities of the Roland GR-500.

The 36 year-old guitarist-composer-programmer continues to perform with his group, The Golden Dragon, and record albums under the Japanese CBS/Sony label. His latest release, *Lucky Lady*, includes original compositions and rearranged versions of such classic jazz tunes as "Caravan" and "Sophisticated Ladies," all performed on his Commodore 64. His transcriptions of Igor Stravinsky's "Rondes Printanieres" and Maurice Ravel's "Forlane" feature very subtle, nearly subliminal use of synthesized, textural washes in the background. His most ambitious use of the 64 to attain lush, orchestral effects comes on "Secret Of The Wing," which also features some of Kawasaki's fiercest Hendrixian guitar work.

Kawasaki also continues to sit in on the occasional bebop gig around Manhattan, just to keep his guitar chops up. But given his current obsession with the potentials of computer music, he seems more at home with floppy disks and sound chips than he does in the smoky ambience of after-hours jazz clubs.

Of his current passion for programming, Kawasaki says, "The problem all along has been that programmers had the technique, but they didn't know music. And while musicians know music, they don't have the same adeptness with the technology. So for all this time, there has been no communication. They remained in two different worlds. I often thought that if a great musician and a great programmer could ever get together, they could produce something really great. Now, I am bridging that gap. I can communicate with both worlds. Unlike some musicians, I am not afraid of technology. I believe that some good artistic media can be created with that technology." □



People News

Commodore Appoints New Corby Plant Manager



Commodore Business Machines (UK) Ltd. has appointed Mr. Mike Beale as Plant Manager at their new 200,000 square feet manufacturing facility in Corby, Northants.

Beale's appointment was prompted by Commodore's continued rapid expansion in the UK. In his new role he takes responsibility for all manufacturing operations in Corby, which supplies European and UK markets with Commodore home computers.

A chartered production and mechanical engineer with extensive experience in manufacturing, Beale joins Commodore after a number of years with Plessey, where he held several senior positions in production, operations and general management of volume commercial and professional products and components. □

Commodore UK's New Software Products Marketing Manager Throws Down the Gauntlet

Having achieved the leading position in the worldwide home computer market, Commodore is already in the ideal position to achieve leadership in software. This is the view of Commodore UK's new Software Products Marketing Manager, Mr. Rae Potter.

Potter, recently appointed by

Commodore from the European Toy Group of General Mills—where he was responsible for marketing the Parker Brothers range of software in Europe—confirms that Commodore UK is adopting an increasingly aggressive approach to what is a lucrative market for the company.

"In 1985 the U.K. software market will be worth well over £100 million and Commodore is applying many of the same unique marketing techniques for building software share, as it has used so successfully to sell machines," he said.

"Drawing upon our considerable development resources, both inside and outside the company, we have already constructed a powerful range of quality consumer software at extremely competitive prices. By building on these existing products and licences, in tandem with new program development, we are in the process of consolidating a range with a clear focus in each application category. Not only is this strategy specifically geared to fulfilling known consumer demands but it also provides the initiative for exciting software innovation.

Potter believes that the software industry, fragmented as it is by large numbers of software houses, is finding difficulty in effectively marketing its products. This will have to change if more of the smaller houses are to avoid going to the wall in the face of increased price competition, higher marketing and investment costs, and the inevitable pressure from larger manufacturers. □



Commodore Appoints New UK Marketing Manager



David Gerrard, formerly with Plessey, has been appointed as Commodore UK's Marketing Manager. John Baxter, the previous Marketing Manager, has taken up responsibilities for European and Distributor Marketing for Commodore.

Gerrard's experience spans the marketing of a wide range of consumer TI personal computer was launched.

Gerrard's specific responsibilities include building upon Commodore's dominant position in the UK home computer market with £100 million sales in the last financial year and ensuring that the company's new range of home computers, software and peripherals become firmly established in forthcoming months. In addition, he will spearhead Commodore UK's assault on the business computer market in 1985.

"1985 will be marked as the year that Commodore broadened its horizons", said Gerrard. "Two new home computers have already been launched so that the company is now in a position to meet the

Gerrard was previously UK Marketing Manager for calculators and watches with Texas Instruments at the time that the needs of wider markets.

"Next year Commodore will not only be concentrating on giving new reasons to buy in the form of more and better software and peripherals, but also aiming to regain its historical dominance in the business micro market."

and industrial electronic products and components. In his most recent position as Consumer Marketing Consultant with Plessey, Gerrard established the CSI telephone range and was also closely involved with the Plessey business computer project. □



New Responsibilities for International Software Management

Paul Goheen brings a wide background of experience from Engineering through Distribution to the position of Director of Software Acquisition and Development at Commodore U.S.



128K 40/80 column computer, and a breath of fresh air for the CP/M market."

Mr. Goheen resides outside of Valley Forge, PA with his wife and three children. □

Gail Wellington Named for New Commodore Team

Gail Wellington, formerly Software Development Manager at Commodore UK, has been named as the first appointee with a new European project team, set up by Commodore to lead a major offensive next year, chiefly into the business systems market.

The new team, based in the UK, will be part of the company's international operations. Wellington will be the team's Software Development Manager.

Commenting on her new appointment, Wellington said, "We are putting together a brand new operation, which will be responsible in 1985 for the development and co-ordination of a complete range of new hardware."

Although details of Commodore's product plans for next year have not yet been announced, Wellington confirmed that the Commodore IBM PC compatible and Z8000 machines, previewed earlier this year in Hanover, will play an important part in the new operation.

"We will be bringing the PC and Z8000 to the UK early next year, together with a number of other machines which are going to have an extremely dramatic effect on the market. In fact, we believe that the industry is in for some big surprises from Commodore next year."

Wellington's specific responsibility within the new operation will be for the sourcing and development of European software for worldwide distribution. She believes that the UK will play a key role in her plans, since Britain is one of the world's leading developers of high-grade software. □

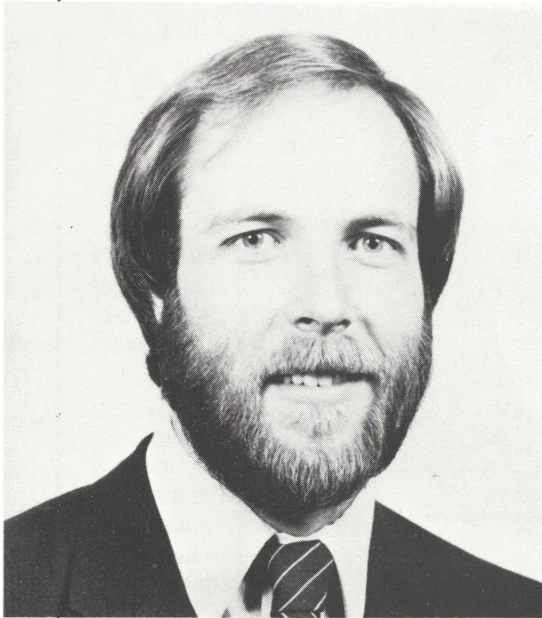
Paul Goheen Appointed Director of Software

Paul Goheen has been named Director of Software Acquisitions and Development for Commodore Business Machines in the U.S. Mr. Goheen's primary responsibilities include selection, production and promotion of quality software product lines in support of Commodore's hardware products.

"My tenure here at Commodore has equipped me with a wide background of experience from Engineering through Distribution," said Mr. Goheen. Over the past four years he has participated in the launch of many exciting Commodore products. "We feel that the new Commodore 128 personal computer offers the software community more advantages than any machine ever produced. You can actually think of the machine as three separate software opportunities: a wider Commodore 64 base, a new innovative



"We are putting together a brand new operation, which will be responsible in 1985 for the development and coordination of a complete range of new hardware," says Gail Wellington.



Clive G. Smith appointed as Vice President, Corporate Planning and Development

Clive G. Smith has been appointed Vice President, Corporate Planning and Development of Commodore International Limited, by Marshall Smith, President and CEO.

"Mr. Smith brings to Commodore in-depth worldwide knowledge of the microcomputer industry. He will be a major contributor to our continued growth," commented Marshall Smith.

Prior to joining Commodore International, Mr. Smith was Research

Director of The Yankee Group, a leading market research and consulting firm specializing in telecommunications and microcomputers. While at The Yankee Group, Mr. Smith directed two pioneering surveys of microcomputer owners.

Mr. Smith is also director of the U.S. China Group, Ltd., the first joint-venture company with the People's Republic of China in the area of medical technology. He has lectured and written extensively on media and telecommunications policy.

Mr. Smith holds a B.A. (Hons) degree from the University of Witwatersrand in Johannesburg, South Africa, and is currently completing doctoral dissertation work in the Research Program on Communications Policy at the Massachusetts Institute of Technology. He resides in New York. □

"Clive Smith brings to Commodore in-depth worldwide knowledge of the microcomputer industry. He will be a major contributor to our continued growth," commented Marshall Smith, President and CEO of Commodore.

Commodore International Appoints Benedetti General Secretary and Counsel



Marshall Smith, President and CEO, said that Joe Benedetti's extensive experience will be very valuable to Commodore.

Joseph C. Benedetti has been appointed Vice President, General Counsel and Secretary at Commodore International Limited by Marshall F. Smith, President and CEO of Commodore.

Before joining Commodore, Mr. Benedetti was Vice President, General Counsel and Secretary at Prudential Lines, Inc., a U.S. Flag international ocean carrier, and earlier was General Counsel and Secretary with Carisbrook Industries, Inc., a textile and consumer products conglomerate. He also spent three years in private practice with his own firm and with the New York-based partnership of Redmond & Pollio, P.C.

Mr. Smith said that Mr. Benedetti's 16 years of extensive experience in working both with large industrial corporations and in the consumer products field would be very valuable to Commodore.

Mr. Benedetti, 42, is married with four children and was a resident of Huntington, New York before relocating to Pennsylvania.

Outside of his busy work schedule Joseph Benedetti has found time to be involved as trustee and part President of the New Interdisciplinary School of Long Island, a non-profit organization involved in pre-school learning disabilities. He has also found time to be a director of Artists In Residence Inc., a non-profit feminist art cooperative. □



Jon Winters Appointed Vice President of Sales at Commodore, West Chester

Jon M. Winters has been named Vice President, Sales at Commodore Business Machines, Inc. Mr. Winters will be responsible for all sales for Commodore in the U.S., for maintaining a distribution network of National Accounts, key independent distributors, and various special market sales such as premium and incentive and catalogue showrooms. The field sales organization comprised of regional sales managers and their internal support group of account executives also reports to Mr. Winters.

Before joining Commodore, Mr. Winters gained extensive experience in the consumer electronics industry as National Sales manager of AT&T Consumer Products Division, where he was responsible for opening the market for AT&T products for the first time. Prior to AT&T he held a number of executive positions at Sharp Electronics.

Mr. Winters resides in Newtown Square with his wife and three children. □



As Vice President of Sales, Jon Winters is responsible for all sales for Commodore U.S.



Commodore U.S. Appoints New Vice President of Marketing

Frank Leonardi has been appointed Vice President, Marketing at Commodore Business Machines, Inc. His responsibilities include setting direction for existing and future products in the areas of marketing, advertising, product positioning, and establishing retailer programs.

"We are committed to aggressive retail, merchandising, advertising and product development to support our exciting new products and provide the best price/value to our consumers," said Mr. Leonardi on his plans for 1985.

Prior to joining Commodore, Mr. Leonardi was director, retail sales at Apple Computer, Inc. for two and a half years. Before that he was Vice President of sales and marketing at U.S. Pioneer, and previous to that he held the position of Vice President sales and marketing at Sony.

Mr. Leonardi succeeds Jim Dionne in this position. Mr. Dionne is now a vice president in Commodore International. □

Frank Leonardi will set direction for Commodore products in the areas of marketing and advertising.



A New Era in Home Telecommunications for Britain

Direct C64 to C64 communication and Prestel Viewdata terminal emulation are the two latest facilities being offered free of charge to Commodore 64 owners in Britain.

From now on, anyone purchasing one of Commodore's new Communications Modems at £99.95 will not only receive a free year's subscription to the Commodore Compunet Telecommunications Information Service, but will also be able to download free communications software which enables Commodore 64 users to

"talk" directly to one another via the telephone network.

Commodore has always offered Compunet users access to Prestel at a nominal charge of £5.00, but, pre-Christmas, the company ran a special promotion offering Viewdata software free to anyone with a Commodore 64 Modem. Both products are being made available to new and existing users on the Compunet system and can be downloaded for storage on disk, or, in the case of the viewdata software, on cassette or disk.

Totally Error-Free Communications

The Commodore 64 to 64 communications software is unique among software products for home computers in that it offers totally error-free communications. A special error correction detection system contained in the protocol ensures that data is not corrupted as a result of noisy telephone lines.

The software allows users to transfer not only programs, but also sequential files, and it incorporates a 'chat Mode' which facilitates high-speed keyboard to screen communications across any distance in the UK and remains active even while files are being transferred.

Another feature built into the software is a real-time clock which enables the user to determine exactly how long he or she has been on-line.

Converts Commodore 64 Into Viewdata Terminal

The new Prestel software effectively converts the Commodore 64 into a Viewdata terminal with full four-colour Prestel graphics and the ability to store and recall Prestel frames. The software supports the entire range of Commodore printers, offering a full graphics dump on the MPS 801 and colour graphics dump on Commodore's new MCS 801 colour dot matrix printer.

A CET telesoftware downloader is also incorporated into the software which facilitates the downloading of Prestel programs.

Speaking of the two new services, Commodore's Communications Marketing Manager, Mark Horne, said, "We believe it's vital to take home computer users out of their homes and put them in touch with one another, hence these two new features."

"At under £100, our modem is already extremely advanced for its price, but by adding a really easy-to-use 64 to 64 communications facility and Prestel emulation software at no extra charge, we're ensuring that it's even better value for money."

"Add to that its autodial feature and the fact that it's a genuinely intelligent modem and we believe people will be hard-pressed to find a better buy anywhere."



COMPUNET—The first British nationwide interactive "electronic marketplace" for Commodore 64 users.



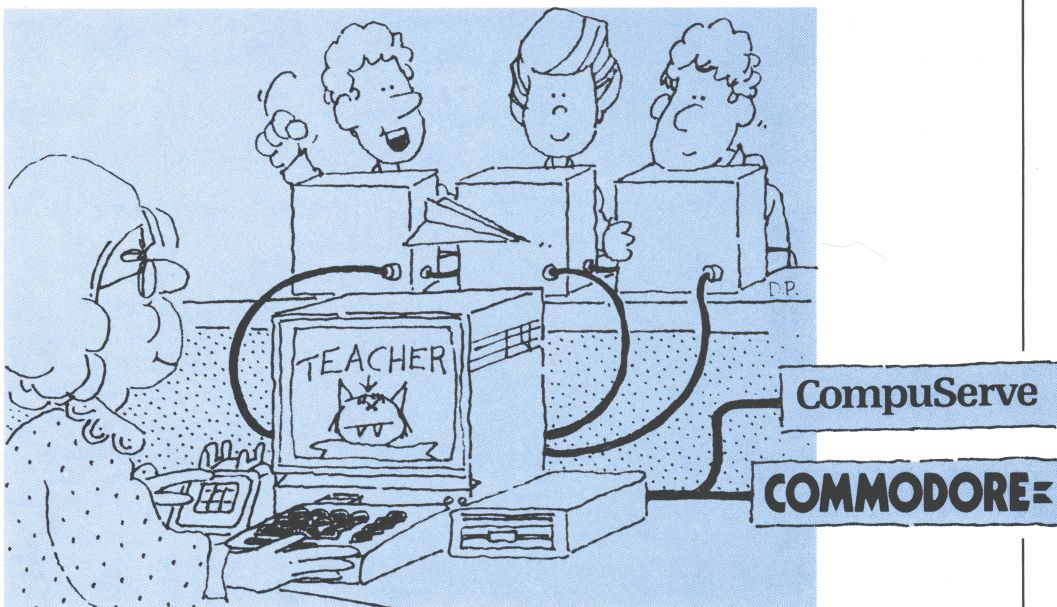
Telecommunications News

Education Resource Centers Use Telecommunications Support

The Commodore Education Resource Center Program is one of the most exciting and informative educational support programs available today. Currently over 400 Commodore-using schools are involved in the Resource Center program. These centers are located throughout the U.S. and Canada in elementary through graduate schools, computer camps and libraries.

The Commodore Education Resource Center Program was designed by the Education Department at Commodore and is believed to be most efficient and effective way to support Commodore-using schools. The program is founded on the belief that the best educational support and assistance available comes from teachers and administrators helping each other. Commodore aids the Resource Centers in doing this support job by providing a quarterly information mailing, a free subscription to *Commodore Microcomputers* and most important, a telecommunications network.

The Resource Centers communicate with each other and the education staff at Commodore through the telecommunications network, ComEd. ComEd is accessed through the nationally known CompuServe™ Information Service. To aid in this, Commodore provides Resource Centers with a free VICMODEM and a free



subscription to CompuServe. CompuServe has many SIG's (Special Interest Groups) ranging from specific hardware or software to cooking interests. ComEd is Commodore's Education SIG within CompuServe.

SIG's allow users to share ideas and communicate with other users who have the same interests. Every SIG has a SYSOP (system operator) whose function is to maintain the many messages and supervise the general flow of information within the specific SIG's topical guidelines. ComEd's SYSOP, a technical support representative, is based at Commodore corporate headquarters in

West Chester, Pennsylvania.

A SIG's primary function is the exchange of information between one user and all other users. SIG's leave public messages for all users to see and comment upon through an electronic bulletin board which contains not only public announcements, but also questions and responses. This is the most frequently used SIG function.

By using the electronic bulletin board, the schools are able to transmit and receive messages across the U.S. and Canada for just the cost of calling the local access number in their area plus a special educational CompuServe hourly fee. This means of communication avoids lengthy postal delays and expensive long distance phone bills.

Another feature of ComEd and a second function of a SIG is its databases. In this area, Commodore Educational Resource Centers may archive files, programs, and other information for the mutual benefit of other resource centers, who can then access the data base.

There are ten databases currently on ComEd. These databases contain files which many of our resource centers have found to be very informative. The databases are:

1. New products (hardware)
2. Software
3. Public domain software
4. Special programs for schools
5. Commodore Resource Centers
6. Commodore education dealers





7. School and home
8. LOGO
9. Technical questions and answers
10. Future-student database

Located on the databases are detailed files listing Commodore and third-party educational software programs. These programs are listed by subject (for instance, science, mathematics, classroom management) and age level and include a short description of the programs. There is also a file with the name, address and phone number of the software manufacturers, so educators can contact them after they identify the software they are interested in. In addition, new educational software packages are listed in a separate file, which is periodically updated.

How about some free software? One database on ComEd contains Commodore's educational public domain software series which can be saved (downloaded) to your disk or tape with a proper smart terminal program. Other databases have files containing a list of Commodore education dealers, Commodore grant programs information, LOGO news and resources and a list of all Commodore's Education Resource Centers.

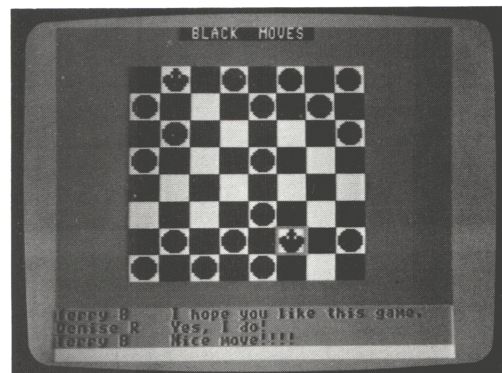
The list of Resource Centers can be very useful because it is coded according to the type and total count of Commodore computers owned by each center and has the address of each center. For example, this could be used by a school who needs to locate another school in this area who has a lab of SuperPETs. Information on curriculum, software, and so forth could then be shared by both schools so they could best utilize their machines.

The third major features of a SIG is conferencing. Users may wish to schedule a live discussion on a specific subject. Once the date and time are agreed upon, all users enter the conference feature on the SIG. This is another valuable feature since it creates a classroom environment even when the users are thousands of miles apart.

Many resource centers are using their modems not only to take advantage of the many benefits of ComEd, but also to incorporate telecommunications into their curricula. Schools are using their modems to access current news events, stock quotes, the World Book Encyclopedia, computer simulations and many of the other information sources available on CompuServe and other information networks. □

Playnet, A True Story

A telecommunications network dedicated solely to games? Using your Commodore 64 and modem, you can play games with people from all over the country via the Playnet network.



It was the town of Hershey, in Pennsylvania. A resort town much like any other, except that everywhere you went there was chocolate for sale. Big bars, small bars, kisses, even some of the streetlights looked like big chocolate kisses. Only today, the air was charged with electricity instead of the aroma of cocoa. My assignment: to infiltrate a gathering of computer nuts in the chocolate town, to see if the early extraordinary reports were true.

1:47 PM: I arrive at the Commodore Users Fair of the Mid-Atlantic Regional Commodore Association (MARCA). After registering at the desk, it takes a half hour to make my way to the Playnet booth through the dense crowd. Warily, I case the area.

2:12 PM: It is obvious that this is going to be a tough one. It would be necessary to enter the booth and wait for the right moment. In the meantime, I could get evidence for my report. I jostle my way to the first terminal in the booth. In the crowd, it is easy to disguise hitting the elbow of the child working with the machine. Startled, he turns around.

"Just who do you think you are?" he says. He looks about twelve years old and more knowledgeable about computers than I feel. "Joe," I reply. "Joe Friday." The kid grins. "Well, you're one day late,

Joe," he says. "Today is Saturday!"

I decide to change the subject. "Just what are you doing on that screen?" I asked innocently. Of course, I had done my research back at headquarters.

"Well, I just finished playing Sea Strike with Tim and I've returned to the reception area to see if anyone would like to try some Lightning Checkers," he tells me. "Watch this, I'll try to get someone to play." He types a few words into the machine. Somebody called "Denise R" persuades him to play chess instead. Quickly I take out my micro-camera and shoot a picture of the screen. This would look good in my report!

"Is it always this easy to start a game on Playnet?" I ask. "Sure," he says. "Right now there are hundreds of people that are subscribing to Playnet. They say that there should be over 5000 by the end of the year. We can communicate all over the country via the Telenet telecommunications service, which has local phone numbers in hundreds of cities. There are a lot of other games, too. There is Reversi, Capture the Flag and Four-In-A-Row. There are new games coming out later, like Dungeons and Dragons, Scrabble, Hearts, Cribbage and Chinese Checkers."

"How do they get such good color pictures over the telephone lines?"

The kid starts to look smug. "It's really



neat. They give you the software for the network and the games on a floppy disk. Then your computer handles the graphics and talks to the other person's computer playing the same game. When Playnet comes out with a new game, you just download the new games on your Playnet disk. Great, huh?"

I struggle to remember the dossier. "Uh, that means the central Playnet computer just handles the communications?"

"Didn't you read the brochures? They've got on online newsletter and electronic mail. Later on there will be bulletin boards, special interest groups, electronic file transfer, game tournaments and all sorts of things."

"How much does all this cost?"

"The initial membership is \$49.95 and the online charge is only \$2 per hour. There's also a monthly fee of \$6. It's really reasonable compared to the teletext services that don't have graphics or sound or the ability to talk while you're playing the games. In fact, sending messages to my friends over Playnet costs less than calling them long distance."

My head is beginning to spin with all the possibilities. It wouldn't do to let the smart brat know. I have to ask the ultimate question. "OK, so if you know so much about teletext, why don't you subscribe to that?"

"I used to belong to some of the other nets," he says, "but they were just a drag."

That is just too disgusting for me. "Kid, you talk too much!" I snarl at him before throwing an old lady out of her chair and sitting down before the second computer. There is still some time left.

Of course, it would be too easy to let on. I had studied the dossier very carefully, but the distractions had blocked my memory a bit. The worst distraction had been the sight of the kid holding two conversations and wiping out his chess opponent at the same time. But I get everything under control and relax while playing Four-In-A-Row.

The kid hadn't known that the Playnet folks were planning on introducing an electronic computer store with some fascinating aspects. Besides being able to download software directly, the subscribers will be able to upload their own programs to the store, setting their own price. This will provide automatic and direct distribution and royalties! Naturally, programs or files will be put online for free or for a very small downloading charge as well. ☐

Commodore International Limited Announces Second Quarter Sales, Net Income and Earnings Per Share

New York, New York—January 28, 1985

Commodore International Limited (NYSE:CBU) on January 28, 1985, in New York, New York, announced sales, net income and earnings per share for the second quarter and six month period ended December 31, 1984.

In commenting upon the results, Mr. Irving Gould, Chairman of Commodore, noted that "the high value of the U.S. dollar in relation to European Currencies again impacted results with reported sales being reduced by \$33 million in the December quarter and \$52 million for the six months.

"Included in the quarterly results and six month results were special pre-tax

income charges totalling approximately \$30 million relating to certain product pricing action to be taken by Commodore."

In concluding, Mr. Gould stated that "Fiscal 1985 which ends June 30 is clearly a transitional period for Commodore. Commodore's recently announced new computer products and others which will be introduced for the U.S. and other world markets during 1985 should contribute to Commodore's growth. It is with optimism that we look forward to the future and, in particular our new fiscal year which begins July 1." ☐

COMMODORE INTERNATIONAL LIMITED AND SUBSIDIARIES CONDENSED STATEMENT OF OPERATIONS (Unaudited)

	Three Months Ended December 31,		Six Months Ended December 31,	
	1984	1983	1984	1983
NET SALES	\$ 338,700	\$ 431,400	\$ 582,900	\$ 640,700
INCOME FROM OPERATIONS	4,700	79,200	44,400	115,500
PROVISION FOR INCOME TAXES	1,500	29,100	13,500	41,100
NET INCOME	<u>\$3,200</u>	<u>\$50,100</u>	<u>\$30,900</u>	<u>\$74,400</u>
EARNINGS PER SHARE	<u>\$.10</u>	<u>\$1.62</u>	<u>\$1.00</u>	<u>\$2.41</u>
AVERAGE SHARES OUTSTANDING \$ (000)	31,186,000	30,863,000	30,993,000	30,879,000



EDITORIAL

In ten years with Commodore, I have seen and been involved with many product introductions including our original entry into the computer market. Never in this period of time have I seen so many potentially powerful major new computers scheduled for release in one twelve month period . . . it is evident that a major effort had been going on during recent months to provide the ammunition our sales people need for 1985.

During 1984 Apple introduced two major new products in the Macintosh and Apple IIC and achieved success in the market place. It is pleasing to count not two but five new computers from Commodore for 1985. The first two of these (scheduled for Spring release) were shown at the Winter Consumer Electronics Show in January . . . the Commodore 128 and the Commodore LCD computer. As you can read elsewhere, the Commodore 128 is a powerful follow-up to the immensely popular Commodore 64 and should insure that this family of machines will continue as the world's best selling computer range for some time ahead. The new Commodore LCD computer, a powerful "workhorse" of a machine is affordable enough not only to take a considerable share of the particular market niche for this type of machine but also to turn it into a major segment. It was also pleasing to see the amount of compatibility our engineers have built into these two machines which obviously took precedence over any short term desire to cut corners and get to market earlier.

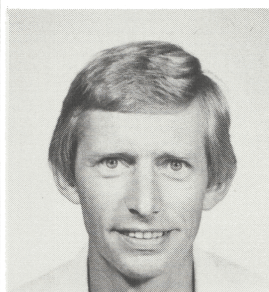
Another major introduction starting in Europe this quarter is our IBM PC compatible where again evidence of our desire to achieve real compatibility is seen (no program has yet been found that will not run on our machine including, of course, the Flight Simulator and Lotus 123).

On top of these three powerful machines there is the long scheduled release of our Z8000 Unix™ based multi-user/multi-tasking machine which is our most powerful ever entry into the business market. This machine received a strong response when it was shown in prototype form to selected software houses in Europe last year to ascertain reactions.

And finally there will be the already much heralded computer from our "Amiga" division which has yet to be shown publicly. Not much can be said here yet, except I personally believe it could prove to be one of our most significant product introduction ever in what is already a long and successful history of new products.

As the popular slogan said at the start of this year . . . COME ALIVE IN 85 . . . could well apply to Commodore more than most. I look forward to it.

Kit Spencer



Kit Spencer
Vice President
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World of Commodore II Launched with VIP Reception



The World of Commodore II was officially launched with a gala reception attended by more than 100 VIP guests from a diversity of fields.

Present for the launch were provincial and municipal officials, senior executives from Commodore International and Commodore Canada, representatives from many of the national retail chains, Ontario boards of education and high-tech companies in Canada, the United States and overseas, plus excellent media turn-out.

As part of the official opening, several dignitaries addressed the gathering emphasizing the importance of high-tech innovations in our emerging society and the prominent role which Commodore continues to play in this technological revolution. Speakers included: Ontario Treasurer Larry Grossman, Mississauga Mayor Hazel McCallion, Commodore Chairman Irving Gould and Alfred Duncan, President and General Manager of Commodore Canada.

One of the highlights of the official opening was the appreciation expressed to Commodore Canada by Rick Johnson, Executive Director of the Canadian Amateur Synchronized Swimming Association, for the generous financial and material support provided by the company to this emerging Olympic sport. Following his remarks, Carolyn Waldo, Canadian Olympic solo silver medalist in synchronized swimming, made a special presentation to Irving Gould. Commodore's pride in the achievements of the Canadian synchronized swimming team was enhanced by Ms. Waldo's words of praise, "I feel that Commodore, which

has given such strong support to the entire team, has earned a major part of the Olympic Silver Medal which I am proud to bear for my country."

An official opening marked by praise and warmth, the WOC II VIP reception set a prestigious tone for the four-day international exhibition which reflected Commodore's position of leadership and respect in the Canadian personal computer market. □

A Record Attendance

This year's Canadian "World of Commodore" show put on by our Canadian company once again set records with an attendance of 41,516 people through the doors . . . well done Canada! The show was supported by the numerous third party suppliers of software, peripherals and add-ons to Commodore computer products with over 50 companies taking booths. Some of these exhibitors came from overseas to meet customers, trade products and generally to be involved in The World Of Commodore II. There were companies from the States such as C'Tech, Currah Technology, Inkwell Systems and International Tri Micro to name just a few, as well as companies from Europe . . . we were glad to see all the support they give our products.

However, the show is all about users, and this year plenty of additional activities were put on for them from fun-for-all-the-family to technical sessions for the serious hacker. In addition to the traditional seminars, a number of "hands on" workshops were included this year and



proved to be a great success. Well known speakers included the internationally known Commodore "Guru", Jim Butterfield, who enjoyed being in his own native town for the occasion. Other speakers included James Welch of Watcom Products, Maria Andrade from Tri Micro Systems as well as Commodore's own David Berezowski, Yvon Husereau and Laurie Fountain . . . thanks to the subject sessions included Integrated Business Applications, Computer Music, "C" language for the Commodore 64, Local area networking, Computers in education, Comal, Logo, cognitive retraining systems and my own personal favorite a session entitled "NOW THAT I HAVE IT . . . WHAT DO I DO WITH IT?" It seems like there was a little something for everyone. □



\$21,000 Raised for Toronto Hospital

While everyone was having a good time, the opportunity was taken to raise over \$21,000 for the Toronto Hospital for Sick Children. This was done by charging to enter a special celebrity Video Arcade (more later) and by holding a special four-day silent auction in which visitors at the show were invited to submit written bids for items donated by local companies. These bids were published continuously and everyone was invited to top the latest bid . . . thanks again to all who contributed. □

The World of Commodore II Celebrity Video Arcade

One of the new features of this year's show was a "Celebrity Video Arcade" which provided showgoers with the opportunity to compete against well-known Canadian athletes and Toronto sportscasters.

Admission to the Arcade was by a voluntary donation to the CKFM Hospital for Sick Children Fund, and once inside, donors were able to play video games by themselves or compete against Canadian celebrities who had volunteered their time (and skills) on behalf of the internationally renowned children's hospital.

Celebrity Video Arcade guests included: Linda Thom, Olympic gold medalist in pistol marksmanship; Carolyn Waldo,

Olympic silver medalist in solo synchronized swimming; Hank Ilesic, punter and kicker for the Toronto Argonaut football team; Brian Budd, former Toronto Blizzard soccer player and three-time International Sports Superstar; Jim McKenny, former Toronto Maple Leaf hockey player and current sportscaster on Toronto's CITY-TV; and Murray Eldon, Toronto Blue Jay's stadium announcer and Sports Director of CKFM Radio.

Video games, sports celebrities and an opportunity to help the CKFM Hospital for Sick Children Fund—the Celebrity Video Arcade offered a "winning combination" as well as an exciting dimension to the World of Commodore II. □



"I feel that Commodore, which has given such strong support to the entire team, has earned a major part of the Olympic Silver Medal which I am proud to bear for my country", says Carolyn Waldo, Canadian Olympic solo silver medalist in synchronized swimming as she made a special presentation to Irving Gould, Commodore Chairman.

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